

**Communications and Community Outreach Committee**  
**September 12, 2011**  
**401 Hungerford Drive, Rockville, MD**  
**Meeting Notes**

Members Attending: Morty Davis, Vivien Hsueh, Charles Kauffman, Barbara Mulitz, Nhora Barrera-Murphy, Mona Negm, Odile Saddi, Spencer Schron, Judy Welles

Guest: Sarah Gotbaum

Topic	Discussion Points	Decisions/follow-up
<b>Update</b>	<p>Judy Welles reported on meeting with the Senior Sub Cabinet Communications Workgroup led by Patrick Lacefield, Director of the Office of Public Information. She reported that Patrick's office has distributed DVDs of Seniors Today programs to senior communities. At our request, Patrick will also investigate YouTube as an outlet for Seniors Today programs. COA's effort to encourage business sponsors for printing of County public information documents was mentioned and encouraged. It was also reported that seniors are not using 311 to a great extent. Patrick stated that there was need for a campaign to recruit volunteer drivers to help senior transportation programs which depend on volunteer drivers. It was reported that Uma and Gabe had met with the Wheaton/Kensington Chamber of Commerce on senior issues in May but there were no plans for follow-up. Judy informed Patrick about our interest in Chamber of Commerce outreach and he was interested in any ideas from COA. We also discussed the Committee's publications review and need for graphic uniformity, and Mary Anderson of his office requested a copy of CASSA's Handbook as a possible prototype for useful publication content. It was not clear if the Public Information Office had a communication strategy for diversity outreach. This could be another area of collaboration.</p>	<p><b>Action:</b> Odile will share Senior Leadership Montgomery report and recommendations on recruiting volunteer drivers to expand senior transportation.</p> <p><b>Action:</b> Odile will share her information on use of 311 with Patrick.</p> <p><b>Action:</b> CCO will report to Executive Committee that Patrick is requesting CCO/COA to share ideas on a presentation to Chambers of Commerce and how we might collaborate in reaching Chambers re senior issues and business development re seniors.</p> <p><b>Action:</b> Odile will share a copy of CASSA's Resource Directory with Patrick's office as an example of an informative resource directory of senior services that has been well received.</p>
<b>Diversity Outreach</b>	<p>Discussion was held on setting goals and objectives for a Diversity Outreach Plan - Goals:</p> <ol style="list-style-type: none"> <li>1) Inform key stakeholders on COA actions and priorities and County resources for seniors</li> <li>2) Advance COA senior agenda and be ready to expand agenda</li> <li>3) Listen to groups and their leaders re senior issues and needs</li> </ol>	<p><b>Action:</b> Recommend to Executive Committee that COA's 25 individual Commissioners develop relationships with individual organizations on an ongoing basis and report back to CCO on a regular basis on needs and collaboration with their respective partner/stakeholder organization.</p>

	<p>These goals would be achieved by:</p> <ol style="list-style-type: none"> <li>1) Identifying key influential organizations and their leaders</li> <li>2) Developing relationships with these organizations and their leaders</li> <li>3) Identifying key events for COA participation</li> </ol> <p>Discussion ensued on individual COA Commissioners reaching out to particular organizations.</p>	<p><b>Action:</b> Committee members should review stakeholders list to identify which ones should be key to COA outreach efforts and also to add key groups/contacts to the list, especially those representing diversity.</p>
<b>Committee Objectives for 2011-2012</b>	<p>CCO objectives were discussed and consensus reached on:</p> <ol style="list-style-type: none"> <li>1) Develop and Implement Outreach Diversity Plan</li> <li>2) Support COA Committees</li> <li>3) Help support COA Senior Agenda and other objectives generated by COA</li> <li>4) Continue to work with Office of Public Information and Senior Subcabinet Workgroup on Communication (to meet Oct. 19, 2 pm)</li> </ol>	
<b>Other</b>	<p>Sara Gotbaum noted lack of information about County available for those in retirement homes. She offered to bring some examples of kind of information needed to a future meeting.</p>	
<b>Next meeting:</b>	<p>October 10, 2011 401 Hungerford Drive, 6<sup>th</sup> floor conf room</p>	